

Crocs Inc.

(NYSE: CROX) RATING: **BUY**

DISAPPOINTING RESULTS DUE TO EARLY RELEASE OF DISAPPOINTING RETAIL SALES. THIS IS NOT 2007/2008 ALL OVER AGAIN. LOWERING ESTIMATES AND PRICE TARGET.

- Disappointing earnings and 4Q11 outlook: In a major surprise this evening, CROX lowered 3Q11 EPS guidance from \$0.40 to \$0.31-\$0.33, and lowered revenue guidance from \$280M to \$273M-\$275M. The revised EPS guidance reflects EBIT margin of ~13%, down ~300BPS from the original guidance but up ~90bps from 3Q10. The earnings miss was driven by light retail sales in North American outlets and kiosks that respectively had too little promotional product and could not effectively house new fall goods, and weaker than planned European retail sales. Retail sales have meaningful incremental margins, meaning that the modest top-line miss had a pronounced impact on the bottom line. The weak sales resulted in lower than planned penetration of the higher margin retail sales which was exacerbated by supporting some wholesale revenue with product that was slated to retail. Wholesale revenue exceeded the company's expectation. In the press release and subsequent discussions with management, full financial details were not provided and will not be until the earnings call on October 27.
- Not 2007 but not pretty: Inventory levels are expected to be slightly down from \$156M on a sequential basis, which means that inventory will likely be up around 7% and at most 9% on a year-over-year basis. Given that 3Q sales were up ~27% and 4Q11 has been guided to a low teens revenue increase versus our prior estimate for a 26% increase, inventory levels are well positioned.
- Strong wholesale backlog indicates strength into 2012: The backlog for the next 6 months is \$297M (+30% y/y). We believe that 4Q backlog is up 18%-20% and 1Q12 is up 33%-35%. The company expects relative weakness in European markets, which surprised us as we thought that the small size of the business there would result in growth. Recent channel checks with major retailers indicate that sales of Crocs' new styles remain strong and are accelerating and those retailers are planning Crocs up double digits in 2012. The planned increases will come through broader assortments and increased door
- Lowering estimates and price target: We are lowering our 3Q11, 4Q11, FY11 and FY12 EPS estimates from \$0.40, \$0.15, \$1.38, and \$1.69 to \$0.32, \$0.05, \$1.19, and \$1.42. We are lowering our price target to \$30 from \$40. We still see strength in the overall brand and do not believe that the \$5M miss is indicative of brand weakness. However, given the company's history in 2007 and 2008, we would expect the stock to be in the penalty box in the near term. We do not believe the weakness in Europe is endemic of broader problems there. Rather, we believe that Crocs is having issues with its distributor partners which need resolution. Crocs' senior management will be joining us at an event this weekend and we hope to get some more items clarified at that time. In the meantime we believe the weakness provides a buying opportunity.

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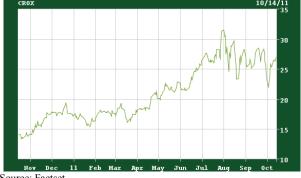
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Fiscal Year Ends Dec

Rating:	Buy
Price: Close	\$26.64
Price Target:	\$30.00
52-wk Range:	\$13.20-\$32.47
Market Capitalization (M):	\$2,419
Shares Outstanding (M):	90.8
Assets (M):	683.5
Avg. Daily Vol. (000):	2,484.6
Dividend Yield:	0.00%
Net Debt/EBITDA:	-0.7x
Enterprise Value:	\$2,242
Consensus EPS Current Year:	\$1.39
Consensus EPS Next Year:	\$1.67
FCF Yield:	1.8%
Insider Holdings:	1.8%

Earnings Summary									
FYE Dec EBITDA	2010A	2011E	2012E						
(M):		175	213						

	EPS & P/E Summary											
		2010		2011		2012						
EPS:	2010A	Prior	2011E	Prior	2012E	Prior						
Q1	\$0.10		\$0.25		\$0.32	\$0.34						
Q2	\$0.37		\$0.58		\$0.61	\$0.66						
Q3	\$0.25		\$0.32	\$0.40	\$0.40	\$0.50						
Q4	\$0.05		\$0.05	\$0.15	\$0.10	\$0.20						
Full Year	\$0.76		\$1.19	\$1.38	\$1.42	\$1.69						
P/E Ratio:	35.1x		22.3x		18.7x							



Source: Factset

Important Disclosures regarding Price Target Risks, Valuation Methodology, Regulation Analyst Certification, Investment Banking, Ratings Definitions, and potential conflicts of interest begin on Page I of the Appendix Section.

Quarterly Estimates

Figure 1: Changes in Estimates

	3Q11E	Estimate	Variance	3Q10A	Variance
Revenue	274.4M	280.5M	(2.2%)	215.6M	27.3%
Gross Margin	54.00%	54.70%	(70)bps	55.10%	(110)bps
SG&A % of Sales	40.88%	38.42%	246bps	42.76%	(188)bps
Operating Margin	13.1%	16.3%	(316)bps	12.3%	77bps
EBITDA	46.0M	55.7M	(17.4%)	35.7M	28.9%
Adjusted EPS	\$0.32	\$0.40	(21.3%)	\$0.25	28.3%

Source: Sterne Agee Estimates and Company Reports

Sterne Agee Outlook

Figure 2: Changes in FY11 & '12 Estimates

	20	11	201	12
	Estimate	Prior	Estimate	Prior
Revenue	1,001.0M	1,028.4M	1,185.3M	1,217.9M
Gross Margin	53.62%	54.03%	53.12%	54.21%
SG&A % of Sales	40.17%	38.89%	39.37%	38.29%
Operating Margin	13.4%	15.1%	13.8%	15.9%
EBITDA	175M	196M	213.2M	244.1M
Adjusted EPS	\$1.19	\$1.38	\$1.42	\$1.69

Source: Sterne Agee Estimates

Valuation and Risks

Figure 3: Relative Valuation

						FY1 Rel	FY1			FY2 Rel	FY2	FY2
Ticker	Price	Market Cap	EV EV	Short	FY1 PE	PE	EV/EBITD	FY1 EV/S	FY2 PE	PE	EV/EBITDA	EV/S
CROX	\$26.64	\$2,413	\$2,248	8%	19.2x	1.52x	11.6x	2.20x	16.0x	1.42x	10.0x	1.87x
DECK	\$104.37	\$4,097	\$3,791	11%	20.7x	1.63x	13.6x	2.98x	16.1x	1.43x	10.1x	2.44x
www	\$36.60	\$1,877	\$1,818	5%	14.4x	1.14x	9.5x	1.28x	12.3x	1.10x	8.1x	1.17x
SKX	\$13.66	\$551	\$614	17%	NM	NM	NM	0.34x	20.8x	1.85x	7.2x	0.35x
COLM	\$47.11	\$1,703	\$1,403	9%	16.9x	1.34x	8.2x	0.82x	15.3x	1.36x	7.2x	0.76x
VFC	\$130.76	\$14,696	\$15,223	4%	16.6x	1.31x	10.5x	1.64x	13.7x	1.22x	9.0x	1.28x
UA	\$72.48	\$2,966	\$3,837	9%	38.6x	3.05x	18.6x	2.63x	32.4x	2.88x	15.5x	2.09x
NKE	\$91.02	\$34,743	\$40,868	1%	18.4x	1.45x	11.8x	1.72x	15.5x	1.38x	10.6x	1.57x
TBL	\$42.99	\$1,731	\$1,951		21.3x	1.68x	11.0x	1.18x	17.8x	1.58x	9.4x	1.09x
			Group Mean 20.98x		20.98x	1.66x	11.89x	1.57x	17.99x	1.60x	9.64x	1.34x
			CROX Prem	(Disc)	(8%)	(8%)	(3%)	40%	(11%)	(11%)	4%	39%

Source: FactSet and Company Reports

Since the '06 IPO, CROX has traded at an average of 20.5x, 23.8x and 46.9X FTM, FY1 and FY2 EPS estimates. The FY1 range has been predictably wide, ranging from 4.6x to 52x. EBITDA multiples have likewise been incredibly volatile, with wide ranges. Multiples breached the upper ranges when sales growth exceeded 200% and approached cycle lows in '09 when covenants were breached, massive write-downs were incurred and going concern issues were raised.

Our \$30 price target reflects a P/E of 25.1x and 21.1x FY1 and FY2 estimates, and an EV/EBITDA multiple of 14.6x and 11.9x our FY1 and FY2 estimates. The P/E multiple has exhibited the tightest correlation with forecasted sales growth (~60%). We believe that historical trading ranges for CROX have very little applicability given parabolic growth in the early years and the subsequent collapse in earnings. Rather, we believe that



the peer group multiple is the appropriate valuation metric and a premium/discount should be appropriate for prospective sales growth.

Risks

Given the high-growth period we foresee ahead, there are considerable operational risks and potential pitfalls confronting CROX. Most notable among these include: distribution expansion in a non-rational, measured manner which thereby alienates existing wholesale customers; the oversaturation of the brand by increasing retail distribution points thereby lessening exclusivity within the mall; decreasing productivity and ROIC of retail operations as increasingly less productive sites are selected; increasing fixed-cost structure associated with the assumption of international distributors and retail expansion at a time when product becomes increasingly fashion driven; increased inventory risk due to retail partner reliance upon high fill rate on replenishment (compensating for earlier missteps); meaningful sourcing pressures due to high China manufacturing exposure (~80%); global economic uncertainty and dependence upon IP for competitive advantage.



Crocs Inc. Quarterly Income Statement

	1Q10	2Q10	3Q10	4Q10	FY10	1Q11	2Q11	3Q11E	4Q11E	FY11E	1Q12E	2Q12E	3Q12E	4Q12E	FY12E
Revenue	\$166.9	\$228.0	\$215.6	\$179.2	\$789.7	\$226.7	\$295.6	\$274.4	\$204.3	\$1,001.0	\$267.4	\$351.0	\$325.5	\$241.5	\$1,185.3
Cost of Sales	80.1	96.1	96.8	92.9	365.9	107.5	125.4	126.2	105.2	464.3	128.4	154.4	149.7	123.2	555.7
Gross Profit	86.7	131.9	118.8	86.3	423.8	119.2	170.2	148.2	99.1	536.7	139.0	196.5	175.8	118.3	629.7
			₹												
SG&A	74.6	92.9	92.2	81.1	342.1	88.6	107.6	112.2	93.7	402.1	102.9	127.0	130.1	106.7	466.6
EBIT	12.1	39.0	26.6	5.2	81.6	30.6	62.6	36.0	5.4	134.6	36.2	69.5	45.7	11.7	163.1
Net Interest Expense	0.1	0.2	0.2	0.2	0.7	0.2	0.2	0.2	0.2	0.6	0.2	0.3	0.5	0.6	1.6
Miscellaneous Inc/(Exp)	0.2	0.3	0.2	0.0	0.7	(1.2)	3.3	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
EBT	12.1	39.2	26.7	5.0	82.9	29.2	65.6	35.8	5.2	135.8	36.0	69.2	45.2	11.0	161.4
Income taxes	3.4	6.6	5.2	0.9	16.1	6.5	12.9	7.2	1.0	27.6	7.2	13.8	9.0	2.2	32.3
Non-Controlling	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Normalized Earnings	8.7	32.6	21.5	4.1	66.9	22.7	52.7	28.6	4.2	108.2	28.8	55.4	36.2	8.8	129.2
Restructuring Charges	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Impairment Charges	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Charges	(0.3)	0.3	0.0	0.0	0.0	1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total One-Time Charges (Gains)	2.4	0.3	(3.0)	(0.1)	0.0	1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GAAP Earnings	6.3	32.3	24.5	4.2	66.9	21.6	51.9	28.6	4.2	108.2	28.8	55.4	36.2	8.8	129.2
EBITDA	20.9	47.8	35.7	15.6	118.7	40.4	72.1	46.0	16.0	174.6	47.8	81.7	58.5	25.2	213.2
WASO	87.2	87.5	87.2	86.4	87.1	90.3	90.8	90.8	90.8	90.7	90.8	90.8	90.8	90.8	90.8
GAAP EPS	\$0.07	\$0.37	\$0.28	\$0.05	\$0.77	\$0.24	\$0.57	\$0.32	\$0.05	\$1.17	\$0.32	\$0.61	\$0.40	\$0.10	\$1.42
Normalized EPS	\$0.10	\$0.37	\$0.25	\$0.05	\$0.77	\$0.25	\$0.58	\$0.32	\$0.05	\$1.19	\$0.32	\$0.61	\$0.40	\$0.10	\$1.42
Normanzed Er 3	30.10	30.37	30.23	ŞU.U3	30.77	ŞU.23	ŞU.J8	JU.J2	Ş0.03	Ş1.13	30.32	JU.UI	30.40	Ş0.10	31.42
Margin Analysis															
Gross Margin %	51.96%	57.85%	55.10%	48.18%	53.66%	52.58%	57.59%	54.00%	48.50%	53.62%	52.00%	56.00%	54.00%	49.00%	53.12%
Inc/(Dec) GPM	115.69%	167.52%	99.17%	60.29%	104.69%	54.30%	56.71%	49.95%	50.79%	53.44%	48.76%	47.53%	54.00%	51.75%	50.45%
SG&A %	44.73%	40.74%	42.76%	45.26%	43.32%	39.09%	36.42%	40.88%	45.84%	40.17%	38.47%	36.19%	39.96%	44.17%	39.37%
Inc/(Dec) SG&A	18.43%	6.38%	39.59%	23.78%	24.04%	23.36%	21.81%	34.00%	50.00%	28.38%	35.00%	35.00%	35.00%	35.00%	35.00%
EBIT %	7.24%	17.10%	12.34%	2.92%	10.34%	13.49%	21.17%	13.12%	2.66%	13.45%	13.53%	19.81%	14.04%	4.83%	13.76%
EBITDA % Tax Rate %	12.51% 28.03%	20.97% 16.86%	16.56% 19.51%	8.70% 17.80%	15.03% 19.40%	17.84% 22.24%	24.40% 19.62%	16.78% 20.00%	7.82% 20.00%	17.44% 20.30%	17.86% 20.00%	23.28% 20.00%	17.99% 20.00%	10.43% 20.00%	17.99% 20.00%
Adj Net %	3.79%	14.16%	12.46%	(8.64%)	8.47%	9.53%	17.56%	12.46%	(8.64%)	10.81%	9.53%	17.56%	12.46%	(8.64%)	10.90%
raj Necro	5.7570	11.10/0	12.1070	(0.0 170)	0.1770	3.3370	17.5070	12.10%	(0.0170)	10.0170	3.3370	17.50%	12.10%	(0.0 170)	10.50%
Growth Analysis															
Revenue	23.7%	15.3%	21.7%	31.7%	22.3%	35.9%	29.6%	27.3%	14.0%	26.8%	17.9%	18.7%	18.6%	18.2%	18.4%
Gross Profit	74.3%	62.6%	47.3%	43.2%	55.2%	37.5%	29.0%	24.7%	14.8%	26.6%	16.6%	15.5%	18.6%	19.4%	17.3%
SG&A	8.6%	2.1%	19.8%	14.5%	11.3%	18.7%	15.9%	21.7%	15.5%	17.5%	16.1%	18.0%	15.9%	13.9%	16.0%
EBIT	NM	NM	619.0%	NM	NM	153.3%	60.4%	35.2%	3.8%	64.8%	18.3%	11.1%	27.0%	114.7%	21.2%
EBITDA Normalized EPS	NM NM	NM NM	172.4% 1253.2%	NM NM	5194.6% NM	93.7% 151.4%	50.9% 56.2%	28.9% 28.3%	2.5% (3.6%)	47.1% 55.9%	18.1% 26.2%	13.3% 5.0%	27.2% 26.4%	57.7% 111.5%	22.1% 19.2%
Normanzed EF3	INIVI	INIVI	1233.276	INIVI	INIVI	131.476	30.276	28.376	(3.0%)	33.576	20.276	3.076	20.476	111.576	13.276
Effeciency Analysis															
GM YoY	1510	1682	957	385	1137	62	(26)	(110)	32	(5)	0	0	0	0	(49)
2 Yr GM	903	1732	1355	373	1154	1571	1656	846	417	1133	62	(26)	(110)	32	(54)
SG&A YoY	(623)	(527)	(69)	(682)	(430)	(564)	(433)	(188)	58	(315)	(62)	(22)	(92)	(167)	(80)
EBIT YOY	2133	2209	1025	1066	1567	626	407	77	(26)	311	4	(136)	92	217	31
EBITDA YoY	1956	2106	916	1050	1468	533	344	21	(88)	241	3	(113)	121	261	55
GM QoQ	763	1556	5510	(379)	548	440	392	5400	(408)	512	5200	400	(200)	(500)	412
SG&A QoQ	(735)	(688)	4276	53	(194)	(617)	(690)	4088	676	(567)	3847	(227)	376	421	(481)
EBIT QoQ	1498	2243	1234	(432)	742	1058	1083	1312	(1084)	1079	1353	627	(576)	(921)	893
EBITDA QoQ	1431	2062	1656	(381)	633	914	937	1678	(1002)	962	1786	542	(529)	(756)	756
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Source: Company reports and Sterne Agee estimates



APPENDIX SECTION

Company Description: Crocs is a designer, manufacturer and retailer of footwear for men, women and children. Crocs' products are built around a proprietary closed-cell resin material called Croslite. Crocs shoes are non-marking, skid-resistant, lightweight and odor-free. In addition to shoes, the company creates accessories and also owns Jibbitz, an add-on accessory company for Crocs shoes, and Ocean-Minded, an environmental-minded shoe and apparel company. Crocs sells its products globally through companyowned retail locations, kiosks, outlet stores and through wholesale accounts.

IMPORTANT DISCLOSURES:

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Risks to our investment thesis and the achievement of our price target include, but are not limited to, a company's failure to achieve Sterne, Agee & Leach, Inc., earnings and revenue estimates; unforeseen macroeconomic and/or industry events that adversely affect demand for a company's products or services; product obsolescence; changes in investor sentiment regarding the specific company or industry; intense and rapidly changing competitive pressures; the continuing development of industry standards; the company's ability to recruit and retain competent personnel; and adverse market conditions. For a complete discussion of the risk factors that could affect the market price of a company's shares, refer to the most recent Form 10-Q or 10-K that a company has filed with the Securities Exchange Commission, or contact Mr. Robert Hoehn, Director of Research at Sterne, Agee & Leach, Inc., at 1-212-338-4731.

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Regulation Analyst Certification:

I, Sam Poser, (212) 763-8226, Kenneth M. Stumphauzer, CFA, (212) 763-8287, hereby certify the views expressed in this research report accurately reflect my personal views about the subject security(ies) or issuer(s). I further certify that no part of my compensation was, is, or will be, directly or indirectly, related to the specific recommendations or views expressed by me in this report.

Sterne, Agee & Leach, Inc. Disclosure Legend as of October 17, 2011:

Company	Disclosure(s) - See Below
Crocs Inc. (CROX - NYSE):	1

Disclosure Legend

- 1 Sterne, Agee & Leach, Inc. makes a market in the shares of the subject company.
- 2. Sterne, Agee & Leach, Inc. has, over the past 12 months, managed or co-managed a public securities offering or provided other investment banking services for the subject company.
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- 4. The Sterne Agee analyst who has active coverage on this company owns a position in the subject company.
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BUY: We expect this stock to outperform the industry over the next 12 months.

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Restricted list requirements preclude comment. **RESTRICTED:**



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ADDITIONAL INFORMATION AVAILABLE UPON REQUEST: Contact Robert Hoehn at 1-212-338-4731.

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Price Chart(s):



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